

INSIDE

SAN JOSE

A CITY OF SAN JOSE PUBLICATION

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SAN JOSE INNOVATES

San José Leads the Nation in Venture Capital Funding

Venture Financing Increases 27 Percent to \$616 Million in 2006, Bringing New Jobs, Economic Activity and Growth Opportunities to San José



Venture-funded innovation, a key economic driver and indicator for the City of San José, is up significantly, according to a new report issued today by VentureDeal and the Business Performance Management (BPM) Forum. San José, the nation's 10th largest city and the metropolitan hub of Silicon Valley, is home to 64 companies, across a wide range of technology sectors, which received total disclosed funding of \$616.4 million in 2006, up 27.4 percent from the previous year. San José's growth in total venture financing was more than double the national average. Total VC financing was

up 12 percent nationwide and 15 percent in Silicon Valley last year. Of the 64 San José-based companies receiving funding, 25 were later stage companies, 21 were expansion stage, 13 were early stage, and five were start-ups. In 2005, 57 San José-based companies received \$483.6 million in venture financing, according to the VentureVitality Index report.

The upturn in venture funding in San José has significant short-term and long-term implications for jobs, economic development and growth. "The incubation and encouragement of new innovation-based companies is a pillar of our city's economic development strategy," said Paul Krutko, Chief Economic Development Officer, City of San José. "For example, in December of 2006, San José became the nation's first city to partner with an investment management company, Pacific Community Ventures, to operate a strategic equity investment fund to support growth and expansion of small, innovative businesses.

The city also operates a number of incubator initiatives focused on fostering new technology business starts. We're obviously pleased to see an increase in venture financing flowing into the city." For more information please contact Steven Brewster at (408) 535-8168 or by email steven.brewster@sanjoseca.gov

Welcome to the first edition of our new Inside San José newsletter. Each month, Inside San José will highlight the City's positive accomplishments in an organized way. We encourage you to share this newsletter with others and let us know what you think. To give us feedback or if you have questions about Inside San José call us at 408 535-8113 or email mona.favoritehill@sanjoseca.gov.

We look forward to hearing from you.

Tom Manheim
Public Outreach Manager
City of San José

San José Innovates
San José Streamlines
San José Cares
San José Plays

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The Mission of the City of San José is to provide quality public services, facilities and opportunities that create, sustain and enhance a safe, livable and vibrant community for its diverse residents, businesses and visitors.

CITY NEWS

SAN JOSE STREAMLINES

Business Tax Amnesty Program Exceeds Expectations!

*Over \$1.3 million in Delinquent
Revenue Collected in 60 days*

During a 60-day period, the Business Tax Amnesty Program successfully generated \$1.3 million in revenue exceeding its initial goal by 30%. The Business Tax Amnesty Team sent out 26,000 letters, fielded 11,700 calls and provided in-person and/or to 8,300 customers. They collected payments from 5,253 taxpayers, including 3,066 new accounts and 2,187 delinquent accounts. In addition to this revenue, the City will realize an estimated on-going amount of \$500,000 annually.

The City generates \$13 million in tax revenue annually from 80,000 registered businesses. The Business Tax Amnesty Program, which ran from August 1, 2006 to September 29, 2006, was designed to educate local businesses and disseminate information to aid businesses into voluntary compliance of the City's business tax codes. The ultimate goal of the program was to collect outstanding taxes without interest or penalty.

An in-house Business Tax Amnesty Team was formed as a collaborative effort of the Departments of Finance, Information Technology, Planning, Building and Code Enforcement, the Customer Service Center, Offices of Economic Development, City Manager and City Attorney. All public outreach for the program was handled in-house which saved additional revenue.

For more information contact Ken Stone at (408) 535-3877 or by email ken.stone@sanjoseca.gov

Inclusionary Housing Projects Forms Now Available Online

*Access and monitoring made easier
with online submissions*

Housing Department staff added a new section to the Department's internet site for Inclusionary Housing, including forms such as Tenant Income Certification, Certified Rent Rolls and Certificate of Continuing Program Compliance. This facilitates the City's ability to perform compliance monitoring on inclusionary projects while making it easier for developers to submit required information.

For more information contact Leon Kimura at (408) 535-3857 or by e-mail to leon.kimura@sanjoseca.gov.

Tree Removal Process Revamped

*City Quickens Permit Process to
Remove Dead Trees*

Residents of single-family homes can now obtain a permit to remove a dead tree over-the-counter without an appointment. Applicants should bring a completed Tree Removal Application, including photos of the dead tree and site plans showing the location of the dead and replacement trees, to Development Services Center in City Hall. The City requires a removal permit for all living and dead trees of a certain size (56 inches or more in circumference, measured at a point on the trunk 2 feet above the ground). Call 535-3555 to speak with a planner about additional requirements for living trees and tree removals on properties other than single-family residences. Go to www.sanjoseca.gov/planning/applications/dev_tr_app.pdf for a Tree Removal Application or call 408 535-3555 for more information.



*San José Prepared team
training exercise.*

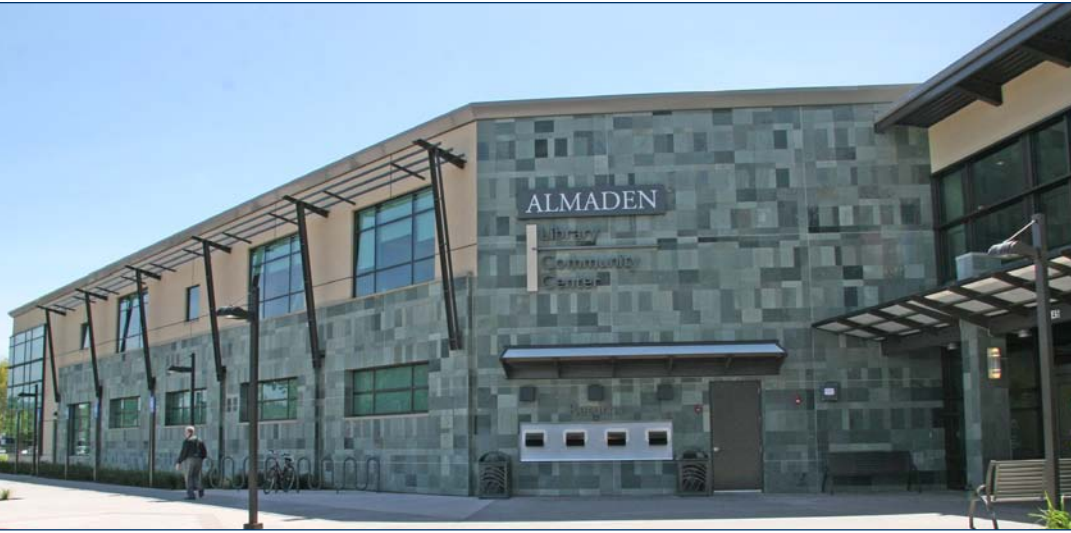
SAN JOSE PREPARES

City of San José and Santa Clara County to Co-Host Golden Guardian 2007

*Exercise Test State and Regional
Disaster Preparedness*

The City and Santa Clara County are co-hosting this year's Golden Guardian exercise for the 16 coastal counties in the Northern California region on November 14, 2007. The day-long exercise requires coordination between the Governor's Office of Homeland Security and local jurisdictions.

The annual Golden Guardian exercise tests jurisdictions' ability to mobilize emergency operations in large-scale disasters. For more information on the 2007 Golden Guardian Exercise contact Mona Favorite-Hill, 408 535-8113 or mona.favoritehill@sanjoseca.gov.



SAN JOSE CARES

Strong Neighborhoods Initiative Featured in Two National Publications

SNI Program Chosen as Top Model of City-Resident Partnerships

The City's Strong Neighborhoods Initiative is featured in a two new publications. The National League of Cities publication titled *Tapping the Power of City Hall to Build Equitable Communities: 10 City Profiles* focuses on the SNI programs success in engaging residents in community development. Author Matt Leihninger chose the Strong Neighborhoods Initiatives as an example of the revolution community activism for his book *The Next Form of Democracy: How Expert Rule is Giving Way to Shared Governance and Why Politics Will Never Be the Same*. The SNI Program's unique method of resident engagement is consistently chosen for as a model of local government and local residents working together. For more information on the Strong Neighborhoods Initiatives contact Laura Lam, 408 535-8505 or laura.lam@sanjoseca.gov.

Almaden Library and Community Center Named State Award Winner

Center Chosen for Design and Unique Green Concepts

The Almaden Library and Community Center was named as the 2006 California Park & Recreation Society (CPRS) Achievement Award winner for Facility Design – Community Centers/Facilities. Almost four times larger than the old facilities combined, the Almaden Library and Community Center is a two-story facility that includes a 41,000 square foot Community Center, a 19,000 square foot Library, and approximately 2,500 square feet of shared space. The joint facility incorporates a "green building" design with its extensive use of natural daylight, energy efficient heating and ventilation, the use of bamboo flooring in the 3,951 square foot community room, and wall coverings made from recycled plastic bags.

On an average day, the Almaden Library and Community Center serves over 4,000 residents through its leisure programs and educational offerings. Its popularity as a community gathering place has spurred a movement to create a historical collection celebrating the neighborhood's roots. This building has created a sense of place for the community, while strengthening the ties of the neighborhood.

CPRS recognizes excellence in the planning and design of facilities and parks that promote participation in recreational experiences, strengthen community image and sense of place, strengthen safety and security, increase cultural unity, protect environmental resources, and facilitate community problem solving. For more information on the community center program contact Demetria Machado Adams, 408 793-4169 or demetria.machado@sanjoseca.gov.

City Hosts Inaugural Women in Leadership Summit

Sell-Out Event Brings Government Leaders throughout State to San José

The City of San José and the Municipal Management Association of Northern California (MMANC) co-hosted the inaugural Women in Leadership Summit: Discovering the Art of Possibility on March 22nd. A sell-out crowd of upper-level local government leaders from across California convened at the Dolce Hayes Mansion for a day of interactive seminars, professional, personal, and leadership development designed to address the complexities of public sector management today. City of San José Chief Deputy City Manager, Kay Winer was honored with the Career Achievement Award for her over 30 years of public service. For more information on the Women in Leadership Summit contact Kelly Spivey, 408 975-1448 or kelly.spivey@sanjoseca.gov.



CITY NEWS

SAN JOSE PLAYS



The internationally known San José Holiday Parade cruises downtown.

San José Holiday Parade Strikes GOLD

City of San José Holiday Parade Sweeps National Awards

The San José Holiday Parade strikes GOLD at the 2007 California and Nevada Festival and Events Association (CalFest) in Burbank, California. Judged by premier event and festival professionals throughout California and Nevada, CalFest recognized the parade with first place wins in the categories of: Best Magazine Advertisement (The Wave Magazine), Television Advertisement (NBC11) Best New Idea (Mrs. Claus' Breakfast Nook), and the best overall marketing campaign. The CalFest awards are presented annually to top events and festivals that produce out-

standing, creative and quality events.

Recognized as one of the top 25 parades in United States, the San José Holiday Parade brings excitement and joy to downtown as it showcases giant helium balloons, beautiful floats, numerous marching bands, celebrity guests, Santa and much more. The San José Holiday Parade is a program of the City of San José Department of Parks, Recreation and Neighborhood Services in cooperation with Christmas in the Park, Inc. and NBC11, and is one of the many feature attractions of Downtown San José for the Holidays. The San José Holiday Parade celebrates its 26th anniversary this year on Sunday, December 2, 2007 beginning at 8:30 a.m. in Downtown San José and broadcast live on NBC11 at

9:00 a.m. For more information about the San José Holiday Parade, please visit www.sanjoseholidayparade.com or (408) 793-4170.

This is Not Your Kid's Summer Reading Club

San José Public Library Launches Summer Reading Program—For Grownups

Remember those certificates and prizes for reading books every summer? Well they're not just for kids anymore. For the first time, San José Public Library will offer a Summer Reading Program specifically for adults, Summer Sleuthing @ Your Library. Adults are invited to read books and win prizes through weekly drawings at all San José library locations. Prizes will include bookstore gift certificates, restaurant and coffee shop certificates, and other great prizes from local businesses. Several San José libraries will also host mystery author programs in July. Parents and grandparents can make it a family affair by signing up children and young adults for "Get a Clue @ Your Library" and "Ynk @ Your Library," youth and teen components of the annual Summer Reading Celebration. For more information on the summer reading program: visit www.sjlibrary.org/about/news/story_07-03-26.htm, contact your neighborhood library or call King Library Youth Services at (408) 808-2183.